



October 17, 2007

Dear Advertiser:

As you may be aware the sale of 93.3 Fm where KJDX Fm (Country) resides On your Fm Radio Dial has taken place which will result in the 93.3 frequency Moving from our area to Pollock Pines, CA in the Spring of next year.

When this happens it is our plans to retain both the KJDX call letters and our Popular country music format . However we will move the format and call letters Over to 92.3 Fm which is where Q-92 exists now. The country format (KJDX) Will replace our current hits format at the 92.3 Fm dial position.

We will also retain KSUE 1240-AM (News, Talk , Sports) which will celebrate Its 60th birthday next year . Meanwhile we have exciting long term plans for Our stations, KJDX Fm (Country) & KSUE – AM. In November we will launch A new program concept called The Home Shopping Show which will be heard Every Saturday following Swap Shop at 9:30Am. In addition our annual \$40,000 Vacation Giveaway promotion and advertising opportunity will be available next month for your review which offers our advertisers an exciting travel promotion in store and marketing plan for 2008.

Bottom line, we are not going anywhere other than the 93.3 Fm frequency Going away next year. In fact we will be offering exciting new programming And our 18th annual Vacation Giveaway promotional package starting next Month. And we will celebrate the KSUE 60th birthday in grand style in 2008.

So regardless of what you might hear we are here to stay ! KSUE-AM , (News-Talk-Sports) & KJDX –FM (Sierra's Best Country). The only change Is this ... we plan to get better with exciting changes on the way !

We appreciate your continued confidence in The Sierra Radio Network . If You have questions or concerns please don't hesitate to contact me .

Rod Chambers, President – Sierra Broadcasting, Corp.